

COMMERCIAL TRACKING SYSTEM AND METHOD THEREFOR

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Abstract

PROBLEM TO BE SOLVED: To make it possible to precisely track whether or not a CM material is broadcast as stipulated in a contract by confirming if the broadcast CM material coincides with a broadcasting progress instruction based on the contract with an advertiser and informing an advertising company of its result.

SOLUTION: A control part 110 sums a real time of a CM broadcast the name of an advertiser, the CM material title and the CM code from real broadcast contents and stores them in a storage part 111. The control part 110 adds time information to the broadcasting plan data for each CM material, and finally prepares established CM broadcast plan information. A decode/matching part 104 performs matching of obtained data and the control part 110 displays 'match' when matching is obtained and 'unmatch' when the matching is not obtained on a screen of a display device of a CM center 100 as a matching result. In both cases, the matching result is transmitted to an advertising company 300 by way of a communication system 101 of the CM center 100 and a communication system 302 of the advertising company 300.

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